



Shampoo

Ivory Soap, because of its purity and mildness, does not affect the scalp's oily secretion, yet because of its wonderful cleansing power, it thoroughly absorbs the dirt and surplus oil. Rinsing, therefore, removes easily and entirely all this matter with the lather, leaving the hair in condition to dry soft, silky and glossy. You will like an Ivory Soap shampoo.

IVORY SOAP



IT FLOATS

99 $\frac{44}{100}$ % PURE

Made in the Procter & Gamble factories at Hamilton, Canada